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3 December 1974

MEMORANDUM TO: Graphics Improvement Working Group
FROM : Chief, Visual Information & Design Branch, CD/BGI
SUBJECT : Meeting with Mr. Perlmutter, Federal Graphics Coordinator

1. Mr. Perlmutter briefed the group on the status of the Federal Design Improvement Program and passed out a folio of background information.

2. Mr. Perlmutter presented his slides and taped narrative which ran approximately 18 minutes. The same presentation was used at the Second Federal Design Assembly.

3. The group discussed some of the problems in preparing and reviewing the Agency's portfolio. Further acceptance and backing of management was determined as essential. Mr. Perlmutter suggested ways in which this could be accomplished.

STATINTL 4. [REDACTED] ISAS volunteered to draft up a letter which would be sent to Nancy Hanks, Chairman of the National Endowment of the Arts from Mr. Colby. If necessary, the slide presentation would be given to Agency management. The approach to Mr. Colby would be made through Mr. Blake, DDA.

5. After the letter is received by the Endowment, the reviewing panel could be selected and the names submitted for a security clearance.

6. The working group would put together a portfolio representative of the total Agency graphic image. This portfolio would be reviewed by Agency management, which in itself may be revealing. The panel would be invited to review the portfolio and get a briefing of the Agency's graphic organizational structure, working environment, and procedures. The review would be made in Headquarters rather than at the Endowment offices because of security requirements.

7. Agency management and graphics representatives would meet

with the panel to hear results and recommendations.

8. Management would recommend an implementation program if they so desire.

9. Suggested agenda for next meeting of working group:

- a. review checklist of portfolio (supplied by Mr. Perlmutter) before meeting.
- b. prepare an Agency list.
- c. assign items from list for each member of working group to procure or prepare with a target date.
- d. review recommended panel members and submit list to security.

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